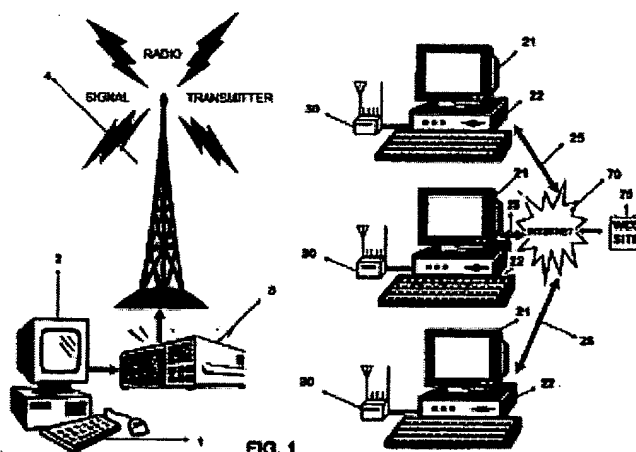


## Transmission of web address data in a radio frequency signal

**Patent number:** GB2356319  
**Publication date:** 2001-05-16  
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**Classification:**  
- **International:** H04N7/088  
- **European:** H04H1/00A; H04N7/08; H04N7/24T4  
**Application number:** GB19990026294 19991105  
**Priority number(s):** GB19990026294 19991105

### Abstract of GB2356319

A predetermined web site address is embedded in a transmitted radio frequency signal which is subsequently received, decoded and forwarded to a computer to provide access to the site via the internet. The radio frequency signal may be a broadcast television or radio programme received from a satellite, the internet or cable. The arrangement allows easier access to a web site referred to in a programme. A smart card may be provided to access the site address data.



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